Repurposing

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

How to extend your content's value

- **Repurposing means finding a new place or a new function for your content - basically, you create something new out of something old**
- If one of your pieces of content is doing well, you want to extend that value for as long as you can
- **With different formats, you can reach new audiences**
- If you wrote an article, here's how you can repurpose it:
  - turn it into a video for Youtube
  - create an infographic
  - reword it as an answer on Quora
  - take key quotes and post them on social media
  - create images or a slideshow with the key points
  - create an e-book by combining a series of posts
- Rewording a piece shouldn't take as long as it took to write it in the first place
- Figure out which other platforms your audience likes and spends time on
- **You can also promote just a few parts of the piece and then link to the original post**